

## **WOMEN, INFANTS AND CHILDREN (WIC) SUPPLEMENTAL NUTRITION PROGRAM**

### **INTRODUCTION:**

The Missouri Department of Health and Senior Services, Bureau of WIC and Nutrition Services is submitting its annual application to the United States Department of Agriculture (USDA) requesting funds for the Women, Infants and Children Supplemental Nutrition Program (WIC). One activity in the request for federal funding is the development of goals, objectives and strategies to be accomplished during the Federal Fiscal Year, October 1, 2006 – September 30, 2007 (FFY2007).

The WIC Program serves as an adjunct to good health care during the critical stages of fetal and childhood growth and development, and prevents the occurrence of health problems related to inadequate or inappropriate nutrition. This program enhances nutrition and health status through the primary program activities of health screening and risk assessment; nutrition counseling; breastfeeding promotion and support; referrals to health and social services specific to individual needs; and issuing WIC checks for supplemental foods.

USDA National priorities include: revitalizing quality nutrition services through value enhanced nutrition assessment (VENA); breastfeeding; and reducing overweight and obesity in children (sometimes referred to as Fit WIC). USDA requires states to develop an annual plan that includes goals on nutrition services initiatives to promote and support breastfeeding; vendor management; and other program goals. The Missouri plan addresses National priorities and requirements in addition to a focus on improving customer service.

### **GOALS AND OBJECTIVES FOR FEDERAL FISCAL YEAR 2007:**

**GOAL 1: Improved nutrition services for women, infants and children.**

**GOAL 1, OBJECTIVE 1: To revitalize quality nutrition services through implementing Value Enhanced Nutrition Assessment (VENA).**

#### **Strategies for Goal 1, Objective 1**

1. Assess the nutrition services as required by USDA in preparation for VENA.  
Activities:
  - a. Develop a action plan to address areas to be focused on.
  - b. Develop and implement Nutrition Counseling Guide and educate LWPs on use of these guides.
  - c. Develop competencies of LWP staff.
2. Train state and local WIC provider staff on VENA.  
Activities:
  - a. Train state and local agency staff on VENA modules developed by the Rochester Institute of Technology (RIT).

- b. Provide training to State and LWP nutritionists on trans-theoretical model of change.
  - c. Assess current WIC trainings and improve format, location, timing, etc.
  - d. Incorporate the VENA training into current Track Training for LWPs.
3. Implement Revision 8 Risk Factors
- Activities:
- a. Develop/revise Revision 8 Risk Factors.
  - b. Educate LWP staff on risk factor changes.
  - c. Develop/or revise WIC Operations Manual (WOM) Policies pertaining to Revision 8 including the references such as the Nutrition Training Manual (formerly STTMII).

**GOAL 1, OBJECTIVE 2: To increase breastfeeding initiation and duration rates within the Missouri WIC program, as measured by an:**

- **Increase in the percent of infants participating in WIC who are “breastfed ever” from 49% (2004 PedNSS) to 75% by 2010.**
- **Increase in the percent of infants participating in WIC who are breastfed at least six months from 27.4% to 50% by 2010.**

**Strategies**

1. Enhance breastfeeding support and promotion within WIC.  
Activities:
  - a. Incorporate breastfeeding promotion and education on the WIC website.
  - b. Promote Missouri Breastfeeding Promotion Month and World Breastfeeding Week to all WIC agencies.
  - c. Implement a statewide breastfeeding coalition.
  - d. Include a Breastfeeding Track at the Missouri WIC Conference.
2. Enhance the Breastfeeding Peer Counseling Program (BFPC).  
Activities:
  - a. Add at least 5 new WIC agencies to the BFPC program for FFY07 and give the necessary technical support, which will include the training “Loving Support Through Peer Counseling” to all new peer counselors and BFPC Coordinators and the training “Using Loving Support To Manage Peer Counseling” for all new BFPC coordinators. Technical support will include a site visit for each new BFPC agency.
  - b. Contract with an outside training provider to provide a regional training workshop to all local WIC agencies.
  - c. Develop a BFPC page on the WIC website to provide information to both LWPs and WIC participants.
  - d. Continue working with the BFPC task force on reviewing BFPC policies, forms, training and monitoring of the program.
  - e. Implement an advanced level peer counselor position.
3. Evaluate the effectiveness of breastfeeding interventions within WIC.  
Activities:

- a. Prepare a survey to administer to WIC participants to evaluate breastfeeding support within all WIC agencies, including the effectiveness of the BFPC program.
- b. Use the new WIC breastfeeding reports to compare breastfeeding rates among agencies and to compare non-BFPC agency's rates against BFPC agency's rates.

**GOAL 2: Improved health outcomes of WIC participants.**

**GOAL 2, OBJECTIVE 1: To decrease the incidence of poor birth outcomes in pregnant women as measured by an:**

- **Increase in the percent of pregnant women entering WIC in the first trimester from 40.9% (2004 PNSS) to 75% by 2010.**

**Strategies:**

1. Enhance referral process to inform the WIC eligible people about the WIC program.

**Activities:**

- a. Develop marketing materials to increase referrals to WIC.
- b. Coordinate with the Missouri Department of Social Services to provide referrals to and from WIC.
- c. Develop/enhance outreach materials.
- d. Provide client services enhancement funding specifically for media/marketing and outreach activities.

**GOAL 2, OBJECTIVE 2: To decrease the percent of Missouri children who are at risk for obesity and overweight, as measured by a:**

- **decrease in the percent of children, 1-5 years old, who are overweight (BMI- for-age  $\geq$ 95th percentile) from 14.2% (2004 PedNSS) to <10% by 2010 in children participating in WIC.**
- **decrease the percent of children, 1-5 years old, who are at risk of overweight (BMI- for-age >85th percentile to <95th percentile) from 16.6% in 2004 (PedNSS data) to <10% in 2010.**

**Strategies**

1. Expand Fit WIC Missouri throughout all local WIC providers.

**Activities:**

- a. Encourage local WIC providers to incorporate Fit WIC MO into their local agency plan and provide ongoing technical assistance.
- b. Determine a method to evaluate the effectiveness of Fit WIC MO statewide.
- c. Adapt Fit WIC materials so they are culturally appropriate for using with the Missouri audience.

2. Enhance the nutrition education component of the WIC Program.

**Activities:**

- a. Develop/identify resources to assist LWPs to provide effective nutrition education to WIC participants.

- b. Update resource to reflect MyPyramid.
- c. Maximize available resources by partnering with other agencies involved in the State Nutrition Action Plan (SNAP) to develop, distribute and share resources when possible.

### **GOAL 3: Improved vendor management**

#### **GOAL 3, OBJECTIVE 1: To enhance the efficiency of the vendor monitoring process.**

##### **Strategies:**

1. Improve vendor monitoring capabilities

##### **Activities:**

- a. Evaluate the state's geographic location for authorized vendors and create a regionalized system for staff to use in monitoring vendors.
- b. Evaluate current monitoring processes and make recommendations for possible revisions.
- c. Continue to develop a computerized monitoring tool for staff use.

#### **GOAL 3, OBJECTIVE 2: To improve resources, services and training for vendors.**

##### **Strategies:**

1. Continue to improve vendor customer service and staff efficiency

##### **Activities:**

- a. Continue to improve vendor accessibility to WIC resources by determining what vendor information can be converted to electronic and web-based format.
- b. Develop website information sheets showing infant formula tiered stocking levels and WIC minimum stocking level requirements.
- c. Develop training materials to assist retail vendors with in-store education of their WIC customers, particularly the growing Hispanic population.

2. Enhance vendor training program

##### **Activities:**

- a. Review and develop improved a web-based training tutorial for new retail vendors
- b. Review and update current retail vendor training presentation to a web-based tutorial for vendors.
- c. Provide additional training to bureau staff assisting with retail vendor training.

### **GOAL 4: Improved customer service.**

#### **GOAL 4, OBJECTIVE 1: To improve communication with local WIC agencies and enhance the ability of local WIC staff and vendors to provide high quality services to WIC participants.**

##### **Strategies**

1. Continue to educate state and local agency staff about cultural sensitivity and cultural competency.

##### **Activities:**

- a. Assess the needs of LWP's for providing culturally competent nutrition education.
  - b. Provide advanced cultural competency training for LWP nutritionists.
  - c. Continue to translate WIC literature into languages spoken by WIC participants in Missouri and obtain nutrition education materials for non-English speaking WIC participants.
2. Enhance communication with local WIC providers and vendors.  
Activities:
  - a. Post weekly WIC updates to the Department web site, WIC page and notify agencies of weekly items by topic that have been posted via the Friday Facts WIC Update column.
  - b. Meet quarterly with the Missouri WIC Association board to share information and solicit input on program issues.
  - c. Conduct at least annual meetings with local WIC agency administrators in the Health Districts to share information and listen to issues and concerns facing local WIC providers.
  - d. Meet at least twice annually with the Missouri WIC Vendor Committee to address vendor-related issues and solicit input.
  - e. Host a Missouri WIC Conference in conjunction with the 2007 Missouri WIC Association Annual Conference.
3. Prepare for WIC food package changes.  
Activities:
  - a. Review final USDA food package changes and develop a plan for implementation in Missouri.
  - b. Extend the current Missouri WIC Approved List to September 30, 2008.
4. Develop a plan to implement tri-monthly check issuance.  
Activities:
  - a. Develop criteria LWPs must meet in order to be authorized to issue checks tri-monthly.
  - b. Select pilot LWPs and provide training.
  - c. Revise policies and provide technical assistance to LWPs.
  - d. Evaluate tri-monthly pilots.

WIC and Nutrition Services requests public comment on its goals, objectives and strategies for the WIC Program in FFY2007. Please provide comments by July 15, 2006, to Kathleen Davis, WIC and Nutrition Services Unit at [Kathleen.Davis@dhss.mo.gov](mailto:Kathleen.Davis@dhss.mo.gov).